

RESEARCH IMPLEMENTATION GUIDE

Project Title:

Description:

1. THINK ABOUT THE END RESULTS

Every beginning has an end. Be sure to know what you hope to gain from your project when you're done. Work with your committee to spell it out in concrete terms.

QUESTIONS:

What actions do you want to occur as a result of the project?

Do you want practitioners to adopt a new practice?

Do you want to increase awareness about a new project?

What kind of impact do you hope the project will have?

How can you measure that impact?

What specifically will you measure to determine the impact of implementation?

How will you know when you are done?

2. UNDERSTAND THE ENVIRONMENT

No project exists in a vacuum. Gather as much information as possible about the whole picture.

QUESTIONS:

List at least three major barriers.

What do you see as barriers to successful adoption of the results?

What needs to happen to overcome those barriers?

Are there competitors?

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How might they influence the project?

Is there a need for further research before implementation?

3. FIND THE OPPORTUNITY

Talk about the potential benefits of the project and match those potential benefits with what you know about the need. The greater the benefits, the greater the need, the larger the opportunity.

QUESTIONS:

What need does the project address?

How large is that need?

Is the need being currently met by other means?

Are there other organizations that might benefit by meeting this need?

Should one or more of those organizations be approached as a potential partner for the project?

4. KNOW THY CUSTOMERS

List everyone who might benefit from the project and include others who may influence those who benefit. Divide the list into two categories—those who benefit most and others. You'll want to spend more time reaching out to the first category.

QUESTIONS:

Who will benefit most from this project?

What do they currently know about the project or issue?

What do they need to know?

Will the people who benefit support the project or idea?

If not, what would it take to persuade them?

What are the perceptions of those who benefit most?

What demographic information do you know about those who benefit most?

5. INVOLVE THE RIGHT PLAYERS

Don't go too far without making sure that you've got the right team. You'll want to have representatives of the groups who benefit the most helping you plan your course of action. If they aren't on your committee, you might want to expand your group, or figure out another way to gather their ideas.

QUESTIONS:

Name the entities/offices within WSDOT that are interested and are expected to benefit from this work.

How will you gather input from those groups who might benefit?

Do you need to conduct a focus group to learn more about their thoughts and perceptions?

Do you have members of your own group who can speak with some knowledge of those groups?

6. EXPLORE THE MOST APPROPRIATE TOOL

The tools of technology transfer range from workshops to publications to one-on-one outreach efforts. Steps 1-5 help you in gathering information about what tool might be most effective for the project.

QUESTIONS:

What tasks will be the most effective in ensuring implementation?

What tool will best reach the groups that you need to reach?

Do different tools seem appropriate for different groups?

What will be the method of distribution?

Who will be responsible for distribution?

7. MAKE STRATEGIC USE OF RESOURCES

Now that you know what needs to be done, it's time to figure out the details, such as cost and required effort.

QUESTIONS:

How much will the project cost in total? How much does each activity or task cost? Who will pay for direct implementation costs? Will the implementation result in indirect costs? If so, who will pay for these costs?

Will project partners finance some costs?

WSDOT will pay for the cost of training staff in the use of this system.

8. BRING IN THE EXPERTS

You may need further assistance with a number of issues, depending on the project.

QUESTIONS:

What kind of expertise do you need to do the project well? Do you need technical support, communications assistance, or help in another area? Who can help you find the right person or organization to hire?

9. DEFINE, DEFINE

Time to be specific. As much as possible, write down your expectations of what now needs to happen, how it will happen, when it will happen, and who will be involved.

QUESTIONS:

What are the tasks involved in the project? What are the final products?

Is there a need for a pilot as a first step?

What are the major milestones for the project?

Who is responsible for producing the final products?

What is the budget? Who will pay the costs?

What is the project timeline?